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VT AGING AND DISABILITIES RESOURCE CONNECTION

YOUR NETWORK FOR SUPPORT

BRAND IMPLEMENTATION PLAN



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THE FOLLOWING BRAND IMPLEMENTATION PLAN SERVES AS A STRATEGIC MARKETING ROADMAP DIRECTING DAIL, ADRC, AND ITS PARTNERS, SO THAT ADRC CAN BOTH BEGIN TO LEVERAGE ITS NEW BRAND TODAY AS WELL AS BUILD MEANING, AWARENESS, AND LOYALTY AMONG MEMBERS OF ITS TARGET AUDIENCE OVER TIME.

MARKETING GOAL

Build meaning around Vermont's ADRC by establishing *Vermont Aging and Disabilities Resource Connection (ADRC): Your Network for Support* as a trusted source of information on the full range of long-term services and support (LTSS) options.

MARKETING OBJECTIVES

1. Set the foundation
2. Introduce the brand
3. Bring the brand to life
4. Sustain momentum

MARKETING STRATEGY

ADRC: *Your Network for Support* is in a unique position to connect individualized long-term services and support to health-care consumers through the collective expertise of its partners. It is precisely this network of multiple partners that enables such a person-centered approach to support by negating the need for consumers to navigate a complex system in isolation. Ultimately, consumers are attracted to the end result and are less interested in the structure and process that create the outcome. Therefore, in order to resonate with consumers, deliver on its promise of being an ally (to consumers and with partners), and differentiate from other messages in the marketplace, marketing must mirror the brand and...

function as a collective, but focus on the individual.

This is accomplished in four stages:

1. Empower partners
2. Organized launch
3. Attach emotion to the identity
4. Stay involved

EMPOWER PARTNERS

Collective expertise is owned by those who hold the knowledge – the partners. While *ADRC: Your Network for Support* provides the framework upon which partners establish what the network is, the member organizations' understanding and actions shape the actual character and personality of the consortium. Likewise, partner organizations are the public face of *ADRC: Your Network for Support*, lending themselves significant power in how the brand is perceived, accepted, and used. Partners are already invested in the development of Vermont's ADRC, and are equipped with background, knowledge, vision, and solidarity. The consumer-facing brand, however, introduces new elements into the mix. Therefore, partners must not only be informed about what the brand is, but they must also be involved in implementation, and empowered to act as brand ambassadors.

Brand Standards

ADRC: Your Network for Support's brand name and visual identity have meaning only when the partners understand and adopt the brand strategy. Therefore, an important first step to empowering partners is to educate them about the *ADRC: Your Network for Support* background research and brand strategy, which has evolved into the brand name and visual identity. We recommend distributing a Brand Standards document, which serves as a reference for this information and how to visually implement logo and visual identity in concert with existing partner logos and websites. Once the *ADRC: Your Network for Support* brand has its own marketing infrastructure (e.g. a website) and marketing legs to stand on, this document will inform how to leverage and preserve the visual integrity of the ADRC brand.

Brand Writing Guide

As a complement to the Brand Standards document, the Brand Writing Guide specifies how partners can describe the *ADRC: Your Network for Support* initiative in relation to their own organization's work and mission. This guide includes copy that describes the value and benefits (also known as the value proposition) that the end users will experience with the *ADRC: Your Network for Support* partnership. Once this initiative has a dedicated website and its own marketing materials, this writing guide details the tone and personality of the *ADRC: Your Network for Support* brand voice.

ORGANIZED LAUNCH

While partner organizations are approaching the brand with understanding and acceptance, the general public is starting from scratch. Although some consumers will be organically exposed to *ADRC: Your Network for Support* through interactions with a partner, most won't, particularly those who mirror the Confused or Procrastinator personas and don't know about these services or don't feel that this topic is relevant to their lives. To gain wider recognition and eventual loyalty, the brand must be introduced in a way so that Vermonters know that the seal of approval exists, and will begin to recognize its importance.

ADRC Website

Prior to the official launch of the *ADRC: Your Network for Support* brand, we recommend creating a dedicated landing page and eventually a fully developed website to serve as the information hub or endpoint for all of the marketing and communication tactics mentioned subsequently. This website should be tailored to ADRC's unique audience segments with user-friendly information about the initiative's purpose, services, and network of partners. Without a website, the disparate partners' websites must serve as this source of the *ADRC: Your Network for Support* brand, requiring each partner to post an *ADRC: Your Network for Support*-dedicated page describing the initiative and its important value. While we've provided guidance on how to accomplish this in a meaningful way, DAIL-ADRC leadership should eventually invest in developing a dedicated website upon which to transfer the marketing-and-outreach role that the partners must currently play for ADRC.

Earned Media

Earned media and public-relations (PR) tactics are effective and low-cost ways to introduce the *ADRC: Your Network for Support* initiative to Vermont-based media outlets – which, in turn, publicize information about the initiative organically to its consumers. This type of information dissemination feels more authentic compared to paid advertising (print, TV, radio, or digital advertising). What's more, we predict that *the ADRC: Your Network for Support* partnership and its personalized aging and disabilities support and resources would be a popular and socially pertinent topic for most Vermont-based media outlets as well as medical and social service events or conferences on related topics.

Tactics include:

1. Series of State of Vermont-issued press releases, with the first announcing the launch of the brand
2. Op-eds in local newspapers or media outlets penned by leadership at the various partners
3. Guest posts or op-eds in online outlets or blogs penned by leadership at the various partners
4. Radio commentary (e.g. VPR) written by leadership at the various partners
5. Promotion at statewide, medical, or social service events or conferences on related topics

Media Campaign

PR efforts are most effective when amplified or elevated by paid advertising. We recommend using cost-flexible and highly targetable advertising platforms with messages about the *ADRC: Your Network for Support* partnership and its personalized aging and disabilities support and resources.

Tactics include:

1. Radio advertising, either online or traditional (e.g. Pandora, VPR, or KOOL 105 Classic Hits)
2. Pay-per-click advertising via social media (e.g. Facebook)
3. Google search advertising (e.g. sponsored search results)
4. Google display banner advertising (e.g. ads appearing on Vermont-based news or weather websites)
5. These tactics should provide a clear call to action for members of the target audience while directing them to a dedicated *ADRC: Your Network for Support* website.

ATTACH EMOTION

Simply explaining the brand or identifying the seal of approval is not enough to develop genuine meaning among members of ADRC's target audience. Building a meaningful and emotional connection with consumers, though, helps them create associations with the brand and the perceptions that *ADRC: Your Network for Support* needs to achieve endorsement and loyalty.

Stories

Nothing brings to life an initiative's mission and services better than authentic, positive stories from individuals who have used the *ADRC: Your Network for Support* services. What's more, when it comes to making health care decisions, people trust word-of-mouth recommendations from their friends and family. We recommend amassing a collection of people who can serve as ADRC storytellers to the general public and the media; the brand should begin to infuse these people and their stories on the website, in marketing materials, and potentially as the basis of future media campaigns featuring written narratives, videos and audio clips, and images of these individuals.

Meet the Partners

Hearing from the partners who comprise *ADRC: Your Network for Support* is another important tactic to cultivating a strong emotional appeal for the brand. We recommend periodically spotlighting various partners and their staff on the website, in marketing materials or an ADRC newsletter, and in the various media efforts. Through these outlets, each member then has the opportunity to both promote its own respective services and supports, and also speak about the larger value of ADRC and its unique benefits to Vermont's communities.

STAY INVOLVED

To attain its goal of becoming top-of-mind before individuals need LTSS, consumers must have been exposed to *ADRC: Your Network for Support* and have established a familiarity and loyalty with the brand over an extended period of time. Likewise, the *ADRC: Your Network for Support* consumer audience is constantly shifting as new people need disability- or aging-related LTSS. In order to sustain consistent and maintained awareness, the brand must stay present in activities highly targeted to Vermonters most likely to benefit.

Communications and Events Calendar

As a low-cost and sustainable tactic to ensure that *ADRC: Your Network for Support* maintains the momentum that it builds during this important launch period, we recommend that ADRC develop a comprehensive communications and outreach calendar that outlines local and regional events, national health observances, and other marketing opportunities related to *ADRC: Your Network for Support*'s mission and target audiences.

If it's an event, ADRC and DAIL should coordinate with event planners to either cosponsor or present at the event and/or do outreach at the event. For example, Vermont Maturity hosts the 50-Plus and Baby Boomers Expo, the Full-Circle Aging Festival, Vermont Special Olympics, the Vermont Senior Games, as well as other partner events and fundraisers throughout the year.

During relevant health observances such as AMD/Low Vision Awareness Month in February, Older Americans Month in May, National Alzheimer's Disease Awareness Month in

November, or National Winter Sports TBI Awareness Month, *ADRC: Your Network for Support* should align its marketing messages with these greater awareness efforts to maximize reach and relevancy with the target audience.

Earned Media

As a complement to outreach at statewide events and honoring the national health observances, *ADRC: Your Network for Support* should publicize as much as possible its participation in and sponsorship of these events and observances. Frequent and fresh content on the ADRC website will act as a magnet that encourages visitors to return to the site and stay involved. Whether it's posting photos from the events on the website, penning blog posts or commentaries or stories about the events or observances, or sending out press releases about the event's achievements or the importance of the observances, *ADRC: Your Network for Support* should try to promote its commitment to these important causes as much as possible.

Tactics include:

1. ADRC-issued press releases promoting the event or health observance in combination with their services
2. Op-eds in local newspapers or media outlets remarking on the event or health observance
3. Guest posts or op-eds in online outlets or blogs remarking on the event or health observance
4. Radio commentary (e.g. VPR) written by leadership at the various partners about the event or health observance's meaning
5. Earned media coverage and stories about the initiative on local news about the event or health observance

Media Campaign

At this stage, *ADRC: Your Network for Support* has built a strong marketing foundation through awareness-building efforts and sustained involvement and dialogue about topics that are important to its end users. To reinforce the positive standing *ADRC: Your Network for Support* has already established with stakeholders and to build loyalty with members of

the target audience who have already had good experiences, we recommend executing a second paid-media campaign using similar tactics, but with a much more emotional and tangible message grounded in the differences ADRC: Your Network for Support has made for its clients and end users. This campaign message strategy should incorporate personal stories from real people who've benefited from the ADRC: Your Network for Support brand and services as well as from various partner ambassadors.

Tactics include:

1. Radio advertising, either online or traditional (e.g. Pandora, VPR, or KOOL 105 Classic Hits)
2. Pay-per-click advertising via social media (e.g. Facebook)
3. Google search advertising (e.g. sponsored search results)
4. Google display or banner advertising (e.g. ads appearing on Vermont-based news or weather websites)